

Н.С. Каменева, А.И. Конторских
Уральский федеральный университет имени первого Президента
России Б.Н. Ельцина
Екатеринбург, Россия.

Рекламные слоганы как переводческая проблема

Статья посвящена исследованию одной из основных проблем перевода рекламных текстов, которая заключается в содержательном соотношении текста оригинала и текста перевода. В статье рассмотрены стратегии перевода английских и немецких рекламных слоганов, проведен сравнительный анализ слоганов на двух языках.

Advertising slogans as a problem of translation

This article studies the problems and features of the translation of English and German advertising slogans using different strategies for translation. The author analyses the translation process and examines the differences between English and German advertising slogans. The basic rules for a translator to follow are considered. The study is conducted in lingvo-culturological aspect.

Advertising is all-pervasive in our society, much more than it used to be. It is a powerful force that could shape the attitudes, opinions and behavior of people. As it had been observed before, people always have this love-hate relationship with advertising; its presence is a defining feature of modern culture. Present-day advertising uses a variety of media, including television, print, the Internet; it appeals to all senses and is packed with word play, cultural references, allusions, music, striking visual images and celebrities.

The overwhelming ubiquity and the volume of linguistic and visual data it contains make advertising an area of study which has already resulted in a great number of research projects and articles. A phenomenon that is linked with advertising is globalization. It describes the way humans relate to each other, an increased connectedness of all people from different parts of the world. The result of it is a cultural exchange that

generates trade. This phenomenon influences the way advertising is created and transmitted to its target audience.

Due to globalization, an advertisement may require translation, but to do this entails a lot of work. Translation consists of studying the vocabulary, grammatical structure, communication situation, and cultural context of the source language text, analyzing it in order to determine its meaning and then reconstructing the same meaning using the vocabulary and grammatical structure which are appropriate in the receptor language and its cultural context [1].

Despite its importance in devising an international advertising campaign, very little attention is paid to translation in advertising literature; there seem to be few guidelines for translators of advertising. This, perhaps, indicates the industry's failure to appreciate the difficulties of translating advertising material effectively.

When translation is mentioned, it tends to be in general terms; take the following example from Arens and Bovee [2], who offered four basic rules for translators to follow:

- 1) The translator must be an effective copywriter. It is not enough to merely rewrite the aids in a foreign language.

- 2) The translator must understand the product, its features, and its market.

- 3) Translators should translate into their native language and live in the country where the advert is to appear.

- 4) The original text of advertisement should be easy to translate (text should not be ambiguous or contain idiomatic expressions).

Although there is justification for these rules, they are aimed at translation commissioners and not translation professionals, and, it seems, they are not always all adhered to. It is surely in part this lack of guidance for translators that has encouraged translation scholars to carry out descriptive work into the translation of advertising material, culminating in their own lists of recommendations for the translation of adverts, or their own strategies.

Pseudo-universal strategies are those which claim to be universal, but have been devised after the analysis of only one language pair. Both de Pedro and Smith and Klein-Braley offer their own strategies for translation; De Pedro's are based on research into English-Spanish television advertising, whereas Smith and Klein-Braley focus on English-German printed adverts.

De Pedro Ricoy [4] summarizes the strategies open for translators in the following way:

	The words can be:	
a.	Literally translated	Literal translation is one in which «the literal meaning of the words is taken as if from the dictionary (that is, out of context), but TL grammar is respected» (Hervey and Higgins 1992:20).
b.	Idiomatically translated	Translated in such a way that the contents of the text are preserved, but its form is configured by the usual devices and patterns of the TL.
c.	Freely translated	A free translation occurs «where there is only a global correspondence between the textual units of the TL and those of the TT (Hervey and Higgins 1992:20).
	The images can:	
a.	Stay the same	
b.	Vary in each case, but conform to the ones in the proto-advert.	i.e. the advert as it was the first conceived. For instance, different actors and actresses may appear, who, nevertheless, act and gesture similarly in every version of the commercial.
c.	Change altogether	

Translators can choose one strategy for the image and another for the words, although, as de Pedro notes, some combinations are unlikely to occur (for example literally translated words and completely changed images). Smith and Klein-Braley [5] use their research to create a framework comprising five broad strategies of translation strategy which they believe could be applied to languages and media.

«Don't change advertisement: retain both graphics and text»	This strategy is employed when the brand name is so strong that the product needs little verbal support. This strategy is used for perfume, alcohol and cigarette advertisement and the target market is primarily that of businessmen and young people.
«Export advertisements: play on positive stereotypes of the originating culture, retaining logo, slogan etc. in the original. If necessary, have additional copy in target language».	In the adverts the cultural origins of the product are seen as an asset and are stressed in the advert. An additional appeal is also addressed to the target market in the target language.
«Straight translation»	Smith and Klein-Braley argue that this is an obvious strategy for international advertisers, but in reality is used infrequently, as it forestalls adjustment to the cultural demands of the target market and leads to translation errors that can attract ridicule.

«Adaptation: keep visuals, change text slightly or significantly»	This strategy makes adjustments to the advert so that it is in accordance with the needs, expectations, cultural norms and the frames of reference of the target culture. According to the advertising writers Belch and Belch this strategy is predominantly used by international advertisers and as Smith and Klein-Braley point out is the most interesting to examine in the context of translator training.
«Revision: keep visuals, write new text»	The authors note this is a difficult strategy, in that advertising campaigns are designed with a specific communication theory in mind and that the message cannot be substantially different from the original. But they concede that it is easier to build on an existing concept than to start an advertising campaign from scratch. Products can have different values in different societies: the authors quote de Mooij (1994: 218), who notes that French women drink mineral water to stay slim, whereas German women drink it because it is healthy; Smith and Klein-Braley add that for British women it is the matter of following fashion. With these differences in mind it may be necessary to stress different aspects of a product linguistically in an advert, whereas the visual elements can remain unchanged.

The consequences of wrong translations can be catastrophic and mistakes made in the performance of this activity can be obviously irreparable. Just think of what could happen in cases of serious inadequacy in such areas like science, technology, medicine or legal matters. There are thousands of examples, but I find the following anecdotes worth mentioning here:

The Vodafone slogan «Make the Most of now» has weird associations with fruit juice («der Most») for many Germans. "Welcome to the Beck's Experience" did not work so well because many thought the last word meant «experiment».

Examples include retailer CIA which replaced "Fashion for living" with "Preise Gut, Alles Gut" (The Price is right, Everything is right) and McDonalds, whose advertising campaign morphed from "Every time a good time" into "Ich liebe ES" (I'm lovin It).

A case of a global company creating its own German-language slogan is Ford's "Die tun was" and virtually untranslatable with such conciseness and impact.

An instance of a slogan faithfully and skillfully translated from the original is the UPS line "Gesagt. Getan." (In English "Consider it done"). It is not always possible to transpose a slogan from one language into

another simply by a literal translation of each of the words. Take the magazine STERN. In German "Der STERN bewegt." A literal translation is "STERN magazine moves." However, this fails to convey the connotations of the German, that the magazine "doesn't leave its readers unmoved," "gets things moving." Words with the same denotation obviously have dissimilar connotations in different languages.

A leading German household appliance manufacturer used the slogan "Designed for your family" for its international advertising. A literal translation of the German used in Germany "Wir gehören zur Familie" states "A member/part of the family" or simply "We're family." Here is perhaps an instance where a more literal transposition might have more impact.

A slogan that purports to sound very professionally yet grammatically seems to be skating on thin ice is "The people who make systems on silicon work for you." A case of a neat juxtaposition is "Come in and find out" as featured by Douglas, a leading perfume store chain in Germany whilst "Science + soul" sloganized by the chemical company Henkel seems coldly calculating. "Science4life" used by another organization in Germany has more warmth. "The future. Together. Now." from an insurance company seems more at home in a pop context. "The bright side of Freizeit" is a neat example combining and rhyming words in both languages.

To summarize, German advertisers would do better using slogans in their own language at least when addressing Germans in Germany. Obviously if a product is destined for an international audience English is preferable as the slogan language ("Don't imitate, innovate", Hugo Boss fragrances).

The argument that English is better suited for slogan writing only applies if the slogan is well written and many are not. [6]

Even if they were, they might not always be readily appreciable by non-native speakers. The argument that English is the language of today's German youth is only of relevance for products that are solely intended for that segment of the population.

Finally, there's the German slogan used by German company Audi in advertisements appearing in England - "Vorsprung durch Technik", which for non-German speakers will sound more mysteriously meaningful than the mundane "ahead through engineering." [7]

The overriding function of any advertisement is to persuade, and to accomplish this goal advertisers must be aware of those devices that have a

persuasive impact on potential customers and use them accordingly. Different target markets will respond to different marketing techniques, as will different cultures when manufacturers take their products overseas. Translation theorists suggest that the translation of advertising texts should result in an advert which can function as an original in the target culture. Contemporary studies of the translation of advertising texts have responded to this understanding by advocating translation strategies that focus on the target culture and the role of both linguistic and visual messages.

As for translators, they must undergo permanent training. The awareness of the fact that incorrect comprehension of a text considerably decreases the quality of the translation will prevent mistakes and wrong translations.

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